

LAST EDITION

ONE CENT

SIX INDICTED IN VOTE FRAUD SCRAP—FRANK WALSH URGES HIGHER PAY FOR 'PHONE GIRLS

THE DAY BOOK

An Adless Newspaper, Daily Except Sunday

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BIG STORE ADVERTISERS PAY THE LOOP PRESS \$3,000,000 IN 1914

**Daily News Tops the List With Over a Million—Figures
On Advertising Done by Dry Goods and Department
Stores in the Seven Loop Dailies Last Year**

The dry goods and department stores paid the loop press about ~~THREE~~ **THREE** MILLION DOLLARS for advertising in 1914.

The Day Book is able to give the public today the exact amount of advertising used in the various newspapers for the year, the exact amount paid for that advertising to the Daily News, American, Herald, Journal and Post, and practically the exact amount paid the Tribune and Examiner.

The only difference as to the Tribune and Examiner is that the rates they charge are different for the Sunday and daily issues. However, we have the exact number of lines for each, and have arrived at the approximate amount paid each by crediting the daily issues with two-thirds of the department store advertising and the Sunday with one-third.

The figures as to the amount of advertising placed in each of the papers by the various dry goods and department stores are given on the authority of Victor F. Lawson, publisher of the Daily News.

The Day Book has secured from other and authentic sources the advertising rates charged by the various papers to dry goods and department stores, this being a special rate and lower than is charged other advertisers.